

Idaho Tourism Grant Summit
February 3, 2012

ABOUT THE IDAHO VIRTUAL MAPPING PROJECT

The "Idaho Virtual Mapping Project" utilizing Regal Earth mapping technology is live on VisitIdaho.org and ready to include your region or town. Almost 90 virtual tours are already on the map from all seven regions of the state, and new tours are constantly being added. The "Idaho Virtual Mapping Project" can be viewed at:
www.visitidaho.org/virtualtours

During 2011, Regal 360 traveled across Idaho again shooting numerous virtual tours for various entities across the state, including: Silverwood, the Coeur d'Alene Resort, the Warhawk Air Museum, the Boise Basque Museum, McCall, Riggins, Moscow, the University of Idaho, Wallace, Silver Mountain, Craters of the Moon, the Snake River Canyon, Swan Valley, and more.

ABOUT THE CO-OP OPPORTUNITY

As a Co-op participant, the price for a Virtual Tour in 2011 is \$1500 per Panoramic 360 location shot, or 3 for \$4000. While there are numerous options that can be added into your Virtual Tour, some basic other costs for Co-op participants are as follows:

Panoramic 360	\$1500.00 (or 3 for \$4000.00)
Add Video Element*	\$100.00
Add Audio Element**	\$20.00
Add Clickable Point	\$50.00
Regal Earth Community Map	\$200.00

*Placement of existing one minute Video Element

**Placement of existing audio file

Copyright on shots purchased through the Co-op program are owned by you for use on your web site, and you grant the Idaho Tourism Department and Regal 360 the right to use the Virtual Tour for promotion, placement on the Idaho Virtual Map, and other purposes related to the Idaho Virtual Tour project by participating in the Co-op. There are a number of ways you can use your virtual tour imagery as collateral for web or print, please ask for options.

ABOUT THE CO-OP EXTENSION OPPORTUNITY FOR BUSINESSES

The Idaho Tourism Virtual Tour Co-op Extension affords businesses such as tourism attractions, hotels, restaurants, and others in your area the opportunity to participate in the Idaho Tourism virtual tour project along with you, a participating Co-op, and have a virtual tour created for their business for use on their own website, and to be placed on the State Visit Idaho Virtual Map and any local or regional Virtual Maps.

The price for a Virtual Tour in 2012 is \$600 per Panoramic 360 location. Copyright on shots purchased through the Co-op Extension are maintained by Regal 360, and a license is given to the Extension entity for unlimited web use of the virtual tour file without restriction. The same prices for add-ons are in effect:

Panoramic 360	\$600.00
Add Video Element*	\$100.00
Add Audio Element**	\$20.00
Add Clickable Point	\$20.00

*Placement of existing Video Element

**Placement of existing audio file

Idaho Virtual Tour Co-op Extension participants can have their Virtual Tour added to both the State and Regional maps for a fee of \$50 per calendar year. From the time a Co-op Extension participants Virtual Tour is added to one of the maps, their calendar year will begin on the first day of the next calendar month from the time of their placement on the map.

iOS COMPATIBLE VERSION OF TOUR

Regal 360 can now create a version of your tour that is iOS compatible to work on the iPad and iPhone. This includes all tours made in previous years as well. Ask Regal 360 for more information about updating your tour to include this important feature.

iOS Virtual Tour 1-6 shots	\$1000
Additional shots 7+	\$250 per Panoramic 360

TERMS AND CONDITIONS

The financial terms for both Idaho Virtual Tour Co-op participants and Idaho Virtual Tour Co-op Extension participants are the same. Unless agreed to otherwise, all parties must pay a 50% deposit for their Virtual Tour prior to the commencement of Photography; and upon completion and approval of their Virtual Tour must pay the remaining balance prior to receiving the project file, linking to the Virtual Tour on Regal 360, or being placed on the State or Regional Map. Idaho Virtual Tour Extension participants must also pay their annual dues for inclusion on the maps prior to being placed on the maps, unless agreed to otherwise.

We will work with Co-op participants to resolve limitations due to Grant timelines and cycles, please ask for more information.

ABOUT REGAL 360

Regal 360 is an Idaho-based company founded by creative industry veterans Terry Montague and Brandon L. Hull, with a mission to revolutionize Virtual Tour technology. Employing the latest developments in photography, cinematic visual effects, flash programming, and design, Regal 360 has built a new brand of Virtual Tours unlike any-

thing currently available today. With specialized photographic processes and production techniques, Regal 360 delivers an experience that is unprecedented in the Virtual Tour industry. This innovative media form is an extremely effective decision making tool because it utilizes both visual and auditory elements while operating in a user controlled interactive environment. Regal 360's new brand of interactive Virtual Tours transforms a location into a completely immersive online destination.

The following are included as a standard of all Regal 360 Virtual Tours:

- *High-Resolution high dynamic range (HDR) photography.
- *Full screen flash based immersive Virtual Tour imaging.
- *Images that are fully 360° x 180°, which means shots are viewable in every direction.
- *Expandable resolution development (we have the ability over the years to increase the resolution/quality of your project as computer speed and bandwidth improves)
- *Custom built Virtual Tour user interface.
- *One free Location Audio element per Panorama.
- *Free lifetime Virtual Tour support.

Regal 360 also offers several enhancements to each type of tour:

- *Custom Virtual Tour design using Client's existing branding guidelines
- *Add existing Video elements within Virtual Tour
- *Add clickable information points such as Photos and Text
- *Add Audio Narratives, Location Audio, or Music to Virtual Tour
- *Add Special Effects such as lit candles, fire in fireplaces, lens-flares and sun beams and more...

Thank you for being a part of this historic project, we look forward to working with you!

For more information:

Visit Regal360.com

Send an email to brandon@regal360.com

Call 208-866-7874